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Hollywood Software

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Kathy Ketchum
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Executive Director



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June 20, 2003

TO: Karen Kalfayan
Office of the City Clerk

FROM: Kerry Morrison
Executive Director
Hollywood Entertainment District POA

SUBJECT: First Quarter
January 1, 2003 - March 31, 2003

As is required in our Agreement with the City of Los Angeles, I am submitting our First Quarter Report to summarize key activities of the Hollywood Entertainment District.

I. Operational Issues

- The board created a subcommittee to work with property owners from the neighboring Sunset-Vine BID to consider the possibility of the Central Hollywood Coalition entering into a management contract with the HEDPOA to provide management services in support of the new BID. THE HEDPOA Board placed the matter in the hands of the Central Hollywood Coalition to present a management contract and/or MOU as to how the arrangement would work. Such an offer was not forthcoming, and consensus to move forward was not reached.
- Due to the resignation of Aaron Epstein on January 1, 2003 from the Board, President Russ Joyner asked Chris Bonbright to re-convene the Nominating Committee to recommend a mid-term replacement. The Nominating Committee recommended that Sam Cole, general manager of the Hollywood Roosevelt Hotel, be elected to complete Epstein's term. On February 20, 2003, the Board voted to elect Sam Cole to the open seat to complete a two-year term (ending November 2004) on the Board.

II Security

- Captain Downing of the Los Angeles Police Department, Hollywood Division, presented a commendation to four Burke Security officers for a

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Property Owners Association

significant arrest that was made on March 2, 2003. The arrest involved a suspect that was wanted for seven counts of robbery including one bank robbery.

- During this quarter, HED Security initiated 206 citizens arrests and 828 warnings/contacts.

III Streetscape Issues

- The Board approved the final details for the "Side and Backstreets" Project – which involves planting trees and fixing tree wells on Selma, Gower, Yucca, El Centro, Las Palmas and Wilcox. This \$71,000 project will use up the remaining funds in the HCIP streetscape grant (the funds needed to be encumbered before the contract ended in March, 2003) and any remaining expenses would be paid from the HED Phase II Account (up to \$5,000).
- All permits for the "Side and Back streets" project (for tree removal and planting) were received from the city of L.A. in March.
- The Streetscape Committee coordinated the repair of the Star-Trackers at Hollywood and Vine. Total cost was \$6,620, but the HED was able to defray the cost with a \$1,000 lighting grant received from DWP as part of a holiday lighting program.
- The Board supported a CRA grant proposal to the MTA Call for Projects process for a permanent signage program to alert bus-riders, pedestrians and motorists to upcoming street closures on Hollywood Boulevard.

IV Marketing Issues

- A Request for Proposal was mailed to 13 marketing firms/professionals in February, as the contract with Urban Legend PR had expired in December. A committee was formed to review incoming proposals and conduct interviews of the three finalists in March. The committee recommended to the Board that a contract be entered into with Urban Legend PR through the period ending December 31, 2004 for \$5,250 for 100 hours a month. The Board approved this contract at the 3/20/03 meeting.
- A Hollywood Entertainment District "open house" was held on January 29

for event/meeting planners throughout Los Angeles. Over 300 event planners were invited to sample the ambience and food at nearly 20 venues.

- The "Places and Spaces" was updated for distribution to an event planners trade show held at Hollywood and Highland on February 19, 2003
- The Los Angeles Times featured a cover story in the Calendar section on Hollywood & Vine developments on January 30th, due to the work of the HED Marketing Consultant. The Los Angeles Business Journal featured a cover story on the rejuvenation of the Cahuenga Corridor in March.
- Work commenced on the updating of the HED Visitor's Guide and Map.
- New HED pole banners ("Its All Here...") were placed in the BID and at selected locations throughout Los Angeles.

V Other

- A separate group, the BID Renewal Steering Committee (not an official committee of the HEDPOA) met over the course of this quarter. A first draft of the Management District Plan was mailed with petitions in February, and the Committee held a focus group session for property owners who had questions. Over the course of the quarter, the Committee added a "mixed-use" discount to the Plan, for properties that take advantage of the city's adaptive reuse ordinance.
- Councilmember Garcetti formed a "Street Closure Advisory Committee," and asked the HED to appoint two representatives. Ed Collins, from Buena Vista, and Kerry Morrison were appointed by President Russ Joyner to this group.
- The HEDPOA office hosted a Coro Fellow, Jonathan Cowan, for one month (January).